

### **AMENDMENT TO THE CLAIMS**

Without prejudice, the **Listing of Claims** given below will replace all prior versions, and listings of claims in the application.

#### **LISTING OF CLAIMS:**

1. (Currently Amended) A method for creating a message campaign, said message campaign allowing the creation of a plurality of different individual advertisements ~~messages to~~ for targeted audiences, ~~wherein a specific targeted audience receives a selected one of said plurality of different messages~~ based upon criteria of said ~~specific~~ targeted audiences, ~~said method~~ comprising:
  - providing a plurality of media segments, said media segments configured to be assembled ~~for assembly~~ into said plurality of ~~different messages~~ individual advertisements ~~to targeted audiences~~, wherein at least one of said media segments is interchangeable with another one of said media segments;
  - providing assembly information regarding how said plurality of media segments may be assembled to create said plurality of individual advertisements ~~different messages to targeted audiences~~; and
  - associating said assembly information with said plurality of media segments.
2. (Currently Amended) The method of claim 1 wherein an individual advertisement ~~message~~ for a specific targeted audience is assembled at a later time, said individual advertisement ~~message~~ being assembled based upon said assembly information, said plurality of media segments, and on information regarding said target audience.
3. (Currently Amended) The method of claim 2 wherein at least one media segment used to assemble one of said individual advertisements ~~specific messages~~ is created at said later time.
4. (Currently Amended) The method of claim 2, wherein said assembly information includes rules for use at said later time, said rules for use in determining which of said plurality of said media segments to use in assembling an individual advertisement ~~message~~ for said specific targeted audience, based on said information regarding said target audience.
5. (Original) The method of claim 4 wherein said rules include default conditions for

determining which of said plurality of said media segments to use when no appropriate information regarding said target audience is available.

6. (Original) The method of claim 1 wherein said media segments include audio, video, voice overs, and background music.

7. (Currently Amended) The method of claim 1 wherein a subset of said plurality of media segments form a default generic ~~message~~ individual advertisement.

8. (Original) The method of claim 1 wherein said assembly information includes data representing time segments; said media segments, and conditions.

9. (Currently Amended) The method of claim 2 wherein said individual advertisement ~~message~~ for a specific targeted audience is assembled in a set top box for a television receiver contemporaneously with displaying said individual advertisement ~~message~~ to said specific targeted audience.

10. (New) The method of claim 1 wherein the plurality of media segments includes alternative segments of different lengths.

11. (New) The method of claim 1 wherein the assembly information contains a rule for choosing each of the media segments.

12. (New) The method of claim 11, wherein the rule for choosing a media segment depends on the outcome of a previous choice.

13. (New) The method of claim 11, wherein the assembly information contains a rule disallowing a combination of media segments.

14. (New) The method of claim 1 wherein each media segment is associated with a segment parameter, the assembly data including a rule basing a choice of a media segment on its associate segment parameter.

15. (New) The method of claim 14 wherein the segment parameters identify a demographic of an intended audience.
16. (New) The method of claim 15 wherein the segment parameters identify an environmental condition.
17. (New) The method of claim 15 wherein a media segment is associated with a plurality of different segment parameters.
18. (New) The method of claim 17 wherein the different segment parameters are assigned priorities, the assembly data including a rule basing a choice of a media segment on the different segment parameters according to the assigned priorities.
19. (New) The method of claim 1 wherein the media segments include video segments and other media segments.
20. (New) The method of claim 19 wherein the other media segments include audio segments.
21. (New) The method of claim 19 wherein the assembly information includes rules for the assembly of the video segments and rules for the assembly of the other media segments.